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CONSUMERS MARKET SERVICE

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Agricultural Adjustment Administration, Washington, D. C.

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U. S. Department of Agriculture

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Ad 422Cm
Volume 1, No. 4

January 4, 1937

Wholesale meat prices which advanced during December are expected to continue to climb, with the sharpest advances in hogs and better-grade beef cattle, and moderate increases in lamb. Hog prices are expected to decline slightly for a short period beginning in late March or April when fall pigs come to market.

Poultry prices are expected to tend upward until May at which time the first chickens from 1937 hatchings will be available for marketing. This increase, which is seasonal, probably will be smaller than usual due to the record size of poultry cold storage holdings. Short supplies of other meats, principally pork, will cause some consumers to shift to poultry and this factor may offset the effects of large storage stocks. Fresh dressed poultry is still the major source of poultry supplies in January and consists mainly of old hens (fowls) and roasting chickens.

Egg prices have been going down since late November and prices should continue declining until April or May when peak production and low point in egg prices usually occur. Egg price increases often occur, however, during the first quarter of the year. These changes are temporary since they result from abnormal weather conditions. Unusually severe winter weather curtails egg production, blocks delivery of eggs to markets, and egg prices go up until weather conditions improve.

Ordinarily butter prices start going down at this season of the year. However, due to high feed prices, sharp reductions in production are expected during the winter months and the seasonal price decline may not get under way until February.

Prices of potatoes and onions should continue to advance seasonally until new crop supplies arrive in April, but

the increase in onion prices probably will be fairly small due to this year's record size late onion crop. Southern cabbage is arriving in volume at present and this has tended to accentuate the seasonal price decline. Cabbage supplies are usually heavy in January due to heavy receipts of old stock from New York and new cabbage from Texas.

Bulk of tomato supplies during January and February are imported from Cuba and Mexico. Florida is shipping a small amount of tomatoes at present with peak movement due in March or April. Tomato supplies may be expected to increase until the peak is reached in June.

Over half of yearly spinach supplies come from early producing States, primarily Texas. The Texas crop moves in volume from December through March. Acreage in early producing States is largest on record and quality of crop is reported to be good.

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Volume 1, No. 5

January 15, 1937

Advancing wholesale and retail prices for all meats, potatoes, and apples are in prospect for the last half of January and February. Eggs, strawberries and green vegetables, however, should register price declines. No material change in onion prices is expected and whether or not butter begins its seasonal price decline will depend on weather conditions. Weather is an important factor in the price of all these foods during winter months and unusually cold weather will tend to slow up price declines or quicken the rate of price increases.

Unusually mild winter weather has altered egg prospects and it now appears that production during the first half of 1937 will be larger than a year ago. Egg prices, however, should continue higher than a year ago. Mild weather coupled with an unusually large proportion of pullets in farm flocks caused egg production per hen on January 1 to be the largest on record for this date. Total production was 20 percent heavier than a year ago. With colder weather expected, the increase in production over a year ago should grow smaller. Wholesale egg prices have been going down since late November and should continue downward until the low point is reached in April. Some temporary price increase may be expected in January and February if the weather gets unusually cold and curtails production and receipts.

Record cold storage poultry stocks on January 1 will tend to keep poultry prices low during the early part of 1937 and the seasonal rise in prices which generally occurs from January to May probably will be smaller than usual. Bulk of poultry supplies during these months comes from cold storage holdings.

Meat supplies in January and February probably will be considerably below December record supplies and this points to continuation of the upward trend in meat prices. Live weight of livestock slaughtered in December was the largest for this month in over 10 years.

Grain-fed cattle are now coming to market. While cattle slaughter during the next three months is expected to decline more than seasonally from the level reached during the last quarter of 1936, supplies probably will be above average.

Hog marketings during the first quarter of 1937 should exhibit a more than seasonal decline. Reduction in receipts will be offset in part by heavy storage holdings. January 1 cold storage holdings of lard were the largest for the month on record and almost three times as large as the very low stocks a year ago. Pork holdings were the fifth largest for the month on record and about double a year ago. Pork and lard holdings usually reach their peaks in March and August, respectively. Due to anticipated smaller hog marketings in 1937 the seasonal rise in holdings this year is not expected to be as large as usual.

Large marketings of fed lambs are in prospect for January and February but supplies should drop sharply during March and April. January supplies may not be materially different from the record December slaughter. Lamb prices should continue upward from early January levels but largest advances are expected during March.

Sharp upward trend of potato prices probably will continue during the next two or three months. During years such as the present when supplies of late potatoes have been small, potato prices have reached their peak in mid-April, at which time receipts of new potatoes become heavy enough to force down prices. New potatoes now are moving to market at a faster rate than a year ago and new potato prices should decline as supplies increase. Since present new potato supplies comprise only a small percent of total potato receipts, the price declines are not sufficient to offset price increases in old potatoes.

Apple supplies during winter and spring months are expected to be unusually low. Prices probably will register more than usual advances with the peak being reached in June. In late June and July apples from the new crop move to market and prices then start going down. Apple supplies during the first five months of the year come from cold storage. On January 1 cold storage holdings of apples were about 24 percent below a year ago and 18 percent below average.

Strawberry supplies are increasing and prices have been moving down. Production in Florida, the earliest shipping State, is expected to be 45 percent larger than a year ago. Strawberry shipments usually increase sharply in February and reach their peak in May.

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U. S. Department of Agriculture

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February 1, 1937.

★ FEB 12 1937

Freezing weather in California during January caused sharp reduction in prospective orange and lemon supplies for the current year. On January 1, prior to the freeze, a 61.1 million box orange crop and an 8.3 million box lemon crop were expected for the U. S. Full extent of the freeze damage has not been determined. However, preliminary estimates made in late January indicate that the total current crop will be smaller than last year's production of 52.3 million boxes of oranges and 7.8 million boxes of lemons. California produces about 60 percent of yearly orange supplies and all the lemons grown in this country.

Major effect of the freeze on orange prices probably will be felt after the beginning of May or June. Current prices already have reflected freeze damage. On January 25 Florida oranges sold at \$3 a box at New York and Chicago, 25¢ above their previous week's average. California oranges sold at \$5 a box, \$1.10 above the previous week. During the past week Florida oranges went up slowly about 50¢ a box while California oranges declined about 30¢. A more complete picture of the effect of the freeze on prices will be available in about a week. Current supplies are coming from California and Florida with the latter furnishing the bulk of shipments. Record Florida production will offset in part the loss of California Navels. However, after the beginning of June practically all shipments are California Valencia oranges. The Valencia crop suffered heavy damage and it appears that the shipping season will commence later than usual.

Grapefruit supplies are still expected to be of record size despite damage to the California crop. California grapefruit production is only a small part of the total crop and the loss will be offset by large Texas and Florida supplies. Grapefruit season is in full swing now with prices much lower than a year ago. Heavy grapefruit shipments may be expected in February and March.

Unusually mild winter weather has caused record egg production per hen and relatively low egg prices for this period of the year. Egg prices decline seasonally from late November until April, but the decline this year has been more than usual. Recent sharp retail price declines have narrowed the wide spread between retail and wholesale

prices that prevailed during the early half of the month. Further reductions in retail egg prices may be expected until the low point is reached in April, but these changes should not be as sharp as the price declines to date. Large supplies of fresh eggs have curtailed movement out of storage and during the latter part of January storage stocks were heavier than a year ago for the first time since early 1936. These storage holdings will tend to temper the effects of any sharp reduction of fresh supplies which cold weather at this time of the year would cause.

Turkey supplies are unusually heavy for this time of the year and wholesale prices are about 5¢ a pound below the level of a year ago. Bulk of current supplies come from cold storage, for marketing of fresh turkeys in volume is completed shortly after the first of the year. On January 1 cold storage holdings of turkeys amounted to 35 million pounds. This was more than double storage holdings a year ago and 20 million pounds heavier than average stocks.

Pork supplies for the marketing year October 1, 1936-September 30, 1937 now are expected to be 12 to 16 percent larger than a year ago, but slaughter during the remainder of the marketing season still is expected to be smaller than a year ago. This is due to the early marketing of pigs occasioned by the drought. Most of the reduction in slaughter probably will come in February and March and again in the late summer. Decline in slaughter will be offset in part by unusually heavy storage holdings of pork and lard. Hog prices in February and March consequently may be expected to continue their upward trend and this should mean further increases in wholesale and retail prices. The slight recession in live hog and wholesale pork prices which occurred in mid-January appears to have been temporary. Mild weather decreased meat consumption and this resulted in a smaller demand for hog products.

Vegetable supplies for the late winter and spring markets, with the primary exception of potatoes and sweet potatoes, probably will be plentiful and prices may average under those of a year ago. Short crops of potatoes and sweet potatoes have caused prices to be higher than they were a year ago and further advances are expected during the next two months. No decline in potato prices is in prospect until movement of the new potato crop reaches volume in April. Most other vegetables are now selling at prices slightly under a year ago and probably will continue at these levels. Shipments from the early producing areas in the South have been unusually heavy for this time of the year because of an increase in acreage planted.

Florida strawberries are moving to market in much heavier volume than at this time a year ago and prices are below their level in 1936. Peak movement of strawberries occurs in May at which time the low point in prices is reached as shipments from other states arrive in volume. Quality of berries is reported good for this time of the year.

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U. S. Department of Agriculture

Volume I, No. 7

February 15, 1937

Smaller than average orange and lemon crops now are expected instead of close to record production crops earlier estimated. Freezing weather in California during January destroyed 13 million boxes of oranges and 2.5 million boxes of lemons. On the basis of February 1 conditions, the U. S. orange crop is forecast at 48 million boxes, 4.3 million less than last year. With the exception of 1933, this is the smallest orange crop since 1929. The revised lemon crop estimate of 5.8 million boxes is the smallest since 1924 and is 2 million boxes short of a year ago.

Orange shipments from January through May now are expected to be the smallest for this period since 1932, but only 10 percent below a year ago. Sharper reductions from a year ago are expected after the beginning of June, when California Valencias are practically the only oranges available. During the next three months a record Florida crop will offset part of the freeze damage to California Navels. Prices, however, may be expected to be higher than a year ago, and register a seasonal increase. Sharpest price increases are expected after May.

California oranges now are selling at about \$1.50 a box above their 1936 level, while Florida oranges are only slightly higher. Orange prices have been above their 1936 level only since mid-January.

Grapefruit production remains the largest on record despite freeze loss of 2 million boxes in California and Arizona. These States produce only a small proportion of the total grapefruit supply. Current crop of 26.6 million boxes of grapefruit is 8.3 million boxes above supplies a year ago. Grapefruit shipments usually are heavy from January through April and then decline.

Poultry prices are relatively low for this period of the year due to record size cold storage holdings. Seasonal advance in poultry prices from January through May is expected to be smaller than usual. Bulk of supplies during this period come from cold storage. Poultry holdings on February 1 amounted to 178 million pounds, 75 million pounds

heavier than a year ago and 65 million pounds above average. Included in this total were 40 million pounds of turkeys, the largest on record. Wholesale poultry prices at New York on February 8 were from 3 to 9 cents below prices a year ago. Major reductions from 1936 were in the light weight chickens.

Butter production is expected to register less than average increases until cows go on pasture this spring. Prices, consequently, probably will show a smaller than usual decline. Instead of exhibiting their customary decline, butter prices in January and early February were about as high as they were in December. Current production has been curtailed by the feed grain shortage and high prices of feed relative to the price of butter.

Vegetable crops in the Imperial Valley of California are reported to have been damaged materially by January cold weather. The harvesting season for practically all growing vegetables has been delayed and much acreage set for spring harvest will have to be replanted. California is an important shipper of carrots, celery, cauliflower and lettuce at this time of the year. Shipments of these crops are expected to remain at their early February level but quality will be much lower than usual. Lettuce heads are expected to be of relatively small sizes. California consumers will be particularly hard hit by the freeze since California is reported to be out of all other vegetables for the rest of February. Loss of the early truck crops in California will be offset by unusually large supplies from the southern States. Shipments from this area to date have been larger than a year ago and are expected to remain large during the remainder of the winter marketing season.

Potato prices are expected to continue moving upward until mid-April, at which time new potatoes usually are marketed in volume. Supplies of new potatoes to date have been heavier than a year ago but they still comprise only a small proportion of supplies. Acreage planted to new potatoes in the early producing States is 36 percent larger than a year ago. If favorable weather conditions continue, production probably will be heavier than a year ago.

Decline in lamb slaughter is expected from February through April. Lambs now coming to market are grain fed. The number of lambs on feed on January 1 was only 4 percent below a year ago but the location of supplies indicates that slaughter after the end of this month will be reduced sharply. The lamb situation appears to be similar to that of other meats with supplies during the early part of the marketing season heavier than usual and supplies at the end being unusually small. Because of expected reductions in supplies, prices probably will advance sharply in March and April.

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March 3, 1937
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Advances in all meat prices except poultry are expected during March. Upward trend in pork prices probably will be slight, and smaller than anticipated earlier in the year. Hog marketings are expected to decline, but this decrease in current slaughter most likely will be offset by unusually large cold storage stocks. No decline in hog prices is in prospect until late April and May when pigs from last fall's crop move to market in volume. After this decline, prices are expected to move up again with the highest level reached in late summer.

Lamb slaughter is expected to decline during the remainder of the grain-fed lamb marketing season which ends on May 1. Furthermore, marketings of California spring lambs most likely will be later than usual due to unfavorable weather and feeding conditions. These lambs usually reach eastern markets in April and May. Expected larger marketings of grass-fed lambs from Texas during these months may offset the shortage caused by these delayed marketings.

Poultry prices have not shown the advances that usually occur during the first four months of the year. Record size cold storage holdings have prevented price increases and have kept prices at relatively low levels. On March 1, wholesale poultry prices at New York were from 3 to 10 cents a pound cheaper than a year ago. Major reductions from a year ago were in light weight chickens, primarily broilers. Prices of roasting chickens have not declined as much as other types.

Egg prices have been going down slowly and their seasonal low point is expected in late March or early April. Eggs are now beginning to move into cold storage. This factor coupled with an active demand for eggs during the Easter holiday period probably will prevent any substantial decline in retail prices.

Larger strawberry supplies are in prospect for March with heaviest movement due in May. First carlot shipments from Louisiana, the major strawberry producer, most likely will move about mid-March. These will augment Florida supplies, which have been expanding recently due to favorable rains.

First asparagus shipments of the season are expected around March 10 from California. Peak asparagus movement usually comes in April. California produces about 50 percent of the fresh asparagus supplies and the major portion of the early crop. Acreage in the early producing States is slightly larger than a year ago. A large part of the early crop is canned.

Supplies of most early spring vegetables are expected to remain larger than a year ago despite weather damage in California and Florida. Cabbage, spinach, and green peppers are moving to market in relatively large quantities and prices probably will continue at their present low level. Price increases, however, are in prospect for cauliflower, beets, carrots, celery, and green peas.

Onion outlook has changed and it now appears that prices will advance further during March. An unusually good demand for onions coupled with heavy shrinkage of storage stocks offset record supplies and caused prices to move up sharply during February. Trend of prices during April will depend on the size of the early onion crop and weather conditions. Continuation of mild weather probably would result in excessive sprouting of storage stocks and high prices in April. The early crop is not expected to move in volume until mid-April.

Potato prices probably will continue upward during March and April. Supply of old and new potatoes available for marketing during the first half of the year is the smallest since 1926. In years of short crops such as the present the peak in old potato prices was reached in April and the peak in new potato prices occurred in March. Old potato prices start moving down when supplies of new stock comprise the major part of marketings.

Early spring supply of fruits with the exception of grapefruit is smaller than a year ago. Despite freeze damage in California this year's grapefruit crop remains the largest on record. Shipments to date have been much heavier than a year ago and most likely will continue at high levels during the remainder of the marketing season. Prices probably will remain at their present low level or may even decline. Apple prices, however, are expected to continue upward until late spring. Supplies now are moving from cold storage. Holdings on February 1 were 17.4 million bushels, over 7 million bushels below a year ago.

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U. S. Department of Agriculture

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March 15, 1937

No material change in the food price outlook has occurred since release of the early March MARKET SERVICE report. Prices of meats (except pork), fruits (except strawberries), onions, and potatoes still are expected to go up during the next 4 weeks. Butter and egg prices probably will not change much. Vegetable prices usually decline during spring and summer months as crops mature in more States and supplies are located closer to consuming markets.

Strawberry prices probably will continue downward until peak movement is reached in May. Louisiana, the major strawberry producer, is now beginning to ship berries. A crop of 2.5 million crates, 21 percent above a year ago, is expected from the early producing States, with over half of the crop in Louisiana. Frost has delayed movement of the early crop.

Grapefruit prices may go up during the remainder of the marketing season. This year's crop has been the largest on record, but large amounts have been canned and marketings have been unusually heavy. Remaining supplies appear to be slightly larger than a year ago. Quarantine restrictions prevent interstate shipments of Texas grapefruit after March 31, leaving Florida as the major source of supply.

Orange prices are expected to show greater than usual seasonal increases until October or November, when the marketing year ends. Florida Valencia oranges are now coming to market and California Valencias should start moving in April.

Asparagus season probably will be shorter than usual. First supplies arrived in markets early in March, about 2 weeks late. As supplies increase, prices may be expected to go down.

Lamb and beef prices are expected to continue upward during late March and April but pork prices probably will not change materially from present levels. Large storage holdings

of pork and lard, and warm weather in consuming areas, have tended to prevent pork from registering the sharp price increases expected earlier in the year. The weakness in pork prices also has tended to retard expected price advances in other meats. March 1 lard holdings of 202.5 million pounds were the largest on record for this month and double the average holdings. Pork storage stocks of 773.9 million pounds were above average, 322 million pounds heavier than a year ago and the largest for this date since 1932. Increase in hog slaughter is expected during late April and May. Prices during this period, however, may not go down much because increased consumer demand probably will offset the effect of larger current and storage supplies.

Poultry cold storage stocks on March 1 were the largest for this date despite unusually heavy February withdrawals. Bulk of current supplies come from storage. Increases in storage supplies over a year ago were:

Broilers	227 percent
Fowls	115 percent
Fryers	51 percent
Roasters	33 percent

Turkey storage stocks were double a year ago and duck holdings 3 times as large. Major price reductions from a year ago have been in broilers, with the smallest decline in roasting chickens. A less than seasonal poultry price increase is expected during the latter part of March and April.

Butter prices are not expected to change materially until after cows go on pasture in April. Peak in butter production and low point in prices usually occurs in June. Butter production has not been registering its usual increase and prices have not gone down as they ordinarily do at this time of the year.

Egg prices appear to have reached close to their seasonal low point in early March. Some further moderate price decline may occur in late March or early April after the end of the Easter holidays. After prices reach their seasonal low in April, they start moving up and continue to advance usually until November.

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April 1, 1937

Marketings of 1937 spring lambs are expected to start later than usual and supplies are estimated to be 10 percent less than a year ago. Quality of the crop is reported to be below average. Spring lambs are milk-fed lambs from 3 to 5 months of age. The crop usually is marketed between April and the end of July. Unfavorable weather has retarded lamb growth and probably a much smaller than usual proportion of total supplies will be marketed prior to the first of June. Consequently, prices at the beginning of the season are expected to be above a year ago with no seasonal decline in prospect until late in June.

Advancing prices for all citrus fruits are in prospect. Largest increases probably will occur in summer oranges and lemons.

Grapefruit supplies the remainder of the season appear to be about average (1931-35) and only slightly larger than last year. Indicated 1936-1937 production was the largest on record. Reduction of current supplies to average amount has been due primarily to unusually large canning operations and to heavy mid-season shipments. Prices usually advance during the spring and summer. Because supplies are no larger than average, and prices are relatively low, the price increase this year may be larger than usual.

Orange supplies for spring marketing probably will be slightly smaller than average but in the summer and early fall extremely small supplies are expected. Orange prices probably will register their usual seasonal advance during the spring but in the summer and fall months a sharper than seasonal increase is in prospect. California Valencia or summer oranges most likely will sell at relatively high prices at the start of the season. They are practically the only oranges available in the summer and fall. The current summer crop of 14 million boxes is 4 1/2 million boxes less than a year ago and 29 percent below average.

Indicated lemon production of 5.7 million boxes is 2 million boxes below a year ago and the smallest since 1924. Prices are at a relatively high level and most likely will move up seasonally. The peak in lemon prices usually comes in July or August.

Frost damage has delayed movement of strawberries and has kept shipments at lower levels than previously expected. Shipments from Louisiana, the major strawberry producer, may be expected to increase until heaviest movement is reached the latter part of the month. Supplies from the early producing States are expected to be the largest since 1933 and 21 percent above a year ago. Peak marketing of strawberries usually occurs in May. The outlook is for prices to decline as supplies increase.

Asparagus shipments probably will reach their peak this month. Relatively high prices at the start of the season in March were due to unfavorable growing weather which delayed maturity and shipment of the crop. Prices may be expected to decline as larger supplies come to market.

Spring lettuce supplies are expected to be 16 percent smaller than last year but the second largest on record. About one-fourth of yearly supplies come from the spring lettuce producing areas. Heavy movement of this crop most likely will occur during the first part of April and then again during the latter part of May. April lettuce comes principally from Arizona while the Salinas district in California furnishes practically all May supplies.

Tomato supplies usually increase monthly until peak movement occurs in June. During April, Florida is the principal shipper. Florida tomato acreage is reported to be 20 percent lower than last year but with this exception the largest since 1931. Some slight improvement in tomato prices probably will occur during April with seasonal price declines expected in May and June.

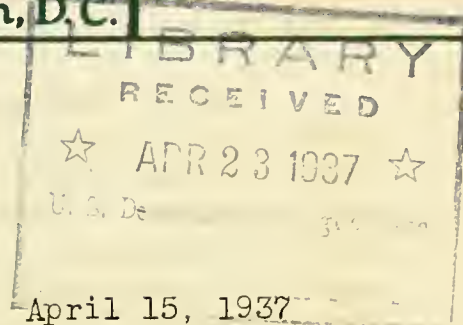
Stocks of canned corn, peas, and snap beans are materially smaller than the relatively large canned stocks a year ago. Stocks of canned tomatoes appear to be only slightly smaller than last year but material increases are reported for canned asparagus and spinach. Carryover stocks at the end of the current marketing season probably will be smaller than a year ago. This situation has tended to strengthen prices of canned vegetables generally. In view of recent high prices, production of vegetable canning crops probably will be larger than a year ago.

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Volume I, No. 11

April 15, 1937

Torrential rains in April severely damaged tomato and string bean crops in Florida. In other areas cool weather retarded, from one to two weeks, the maturing of early truck crops. Due to damage in Florida, string beans and tomato prices probably will be maintained or may even advance in April and May. Largest supplies of tomatoes during this period come from Florida. Prices of most other truck crops are expected to go down with seasonal increases in supplies.

Production of most early truck crops is expected to be larger than a year ago. Cabbage production in the second early producing States, which ship in April and May, is estimated to be 7% larger than in 1936. Increases of 11% and 27%, respectively, are reported for beets and spinach from the second early producing States. However, production of carrots is expected to be 29% smaller, and green peas 14% smaller.

Potato prices are expected to move down during May. The decline is expected to start as soon as new potato shipments attain volume. A sharp decline in old potato marketings prior to volume shipments of new potatoes would tend to push up prices. New potatoes are now arriving from Florida and Texas. Production in these States is forecast at 1.7 million bushels above last year's 2.8 million bushel crop.

Supplies of hog products during the remainder of the marketing year, ending September 30, most likely will be larger than a year ago. Prices, however, probably will be higher because of increased consumer incomes. The usual advance in pork prices is expected in the summer months when slaughter declines seasonally. Slaughter from April through September probably will be smaller than in 1936. But this decline most likely will be more than offset by heavy storage holdings of pork and lard which have accumulated from slaughter earlier in the marketing season. Pork storage holdings on April 1 were 756.1 million pounds, almost 70% larger than a year ago and slightly above average. Lard stocks were almost

three times as large as last April 1 and more than double average holdings.

Larger than seasonal decline in butter prices may occur from April through June. Butter prices moved up from December through March instead of going down and this leaves a shorter period for the usual decline. A sharper than usual increase in production should tend to accelerate the decline. When cows go on pasture after a winter period of short rations, production usually advances sharply. This condition occurred during the spring following the 1934 drought. Condition of pastures is an important element in determining the rate of increase of milk and butter production. Although butter prices probably will go down until a low point is reached in June, they most likely will average higher than a year ago.

Strawberry shipments from Louisiana have been delayed by unfavorable weather and prices have remained at a relatively high level for this period of the year. Rather sharp price declines are expected as soon as heavy shipments commence in late April and early May.

First watermelons of the season probably will be shipped from Florida late this month or early in May. Heavy Florida supplies, however, are not expected until June. Because of favorable rains the crop is reported to be in good condition. Florida acreage is estimated at 22% larger than a year ago. Peak movement of melons and low point in prices occurs in July when Georgia and Texas shipments are heavy.

Cantaloup season commences in May with shipments from Imperial Valley in California. Acreage planted to early cantaloups and miscellaneous melons is estimated at 24% larger than a year ago. Not many melons are expected to be shipped until mid-May with volume shipments due in June.

Peach production in the Southern States probably will be below average, but a relatively good crop is expected in California. Mild winter temperatures brought out an early bloom in the Southern States, but March freezes caused considerable damage. The California crop is used primarily for canning while the bulk of eating peaches comes from the Southern States. First peaches usually arrive from Georgia in May with peak movement in July.

CONSUMERS MARKET SERVICE

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Volume I, No. 12

U. S. Department of Agriculture

May 1, 1937.

May appears to be a good month for consumers who like strawberries. Heaviest berry supplies of the season are expected the latter part of the month when a number of Southern producing areas will be shipping. Strawberries from Louisiana, the major producer, commenced to move in volume the latter part of April causing marked price declines. The crop from this area is arriving later than usual, and most likely will overlap with supplies from other States this month. Prices probably will continue going down seasonally as supplies increase. Production in the States that ship in May is estimated at 15 percent larger than a year ago.

New or Bermuda onions from Texas are now moving to market in volume. Heaviest movement from this area, the major producer of early onions, usually occurs in May. Because of unfavorable weather, the crop is about a week later than a year ago. While production in States shipping in May and June is estimated at 32 percent below last year's record crop, it is the third largest since 1918. Prices probably will go down seasonally as supplies increase, but most likely will average above last year's very low prices.

Liberal lettuce supplies are in prospect for May. During the spring and summer, supplies usually increase monthly reaching a peak in July. Shipments from Arizona have tended to decline from the high point reached in late April. However, Salinas, California lettuce is commencing to move to markets with heaviest shipments expected the last half of May. Western growers are endeavoring to keep markets amply supplied in conjunction with an extensive advertising campaign to promote lettuce consumption. Production in the areas shipping from April through June is estimated at 16 percent below last year, but 28 percent above average (1928-1932).

Increasing supplies and seasonal price declines are expected for most important truck crops during May. Tomatoes are the major exception, because of serious rain damage in Florida. Further price advances are in prospect for all fruits except strawberries.

Beef and lamb prices probably will be maintained or may even advance this month. No material change in pork prices is in prospect. The butter market has been unsettled, but prices most likely will decline as production increases. Egg prices went down slightly during April but the trend in prices during May is expected to be upward. Poultry prices probably will move up seasonally with a less than usual decline in prospect after May.

First green corn shipments of the season arrived at markets during the latter part of April. Larger supplies are expected in May, primarily from Texas. However, the peak in supplies and low point in prices occur in July and August when corn comes from local market gardens.

Potato prices are expected to exhibit a downward trend until about mid-August. Some temporary price rise may occur this month if old potato shipments decline at a much faster rate than the increase in new potato supplies from Louisiana and Alabama. The crop in these States is reported to be maturing later than usual, but volume shipments are expected late this month. Production in States shipping in May and June is estimated at substantially larger than a year ago.

Melon season commences in May, but supplies remain relatively light until June. Because of unfavorable weather, this year's crop is expected to mature later than usual. Peak movement of watermelons and cantaloups customarily occurs in July and August.

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Fruits and vegetables are maturing later than usual due to periods of unfavorable growing conditions. Delayed movement of vegetables has slowed up the customary spring price decline, and in some cases has caused increases. Cool wet weather has damaged young plants, necessitated replanting, and retarded harvesting. Low yields in certain crops are offsetting in part the effect of increases in acreage over 1936.

Heaviest strawberry movement of the season probably will occur late this month and early in June. Unfavorable weather has retarded marketing and most likely will cause an overlapping in supplies from several areas. Shipments from Louisiana, the major berry producing State, are close to their peak and most likely will decline by the last week in May. However, heavy shipments are expected late in May from the second early producing States, and in early June from the intermediate producing States. These two areas produce about 50 percent of yearly commercial strawberry supplies. Production in both areas is slightly larger than a year ago.

The tree fruit season of 1937 opened in May with the shipment of early cherries. In most of the important cherry producing areas the season appears to be from 2 to 3 weeks late. Cherries usually move to market from April through August with heaviest marketings in June.

First plums of the season are expected late this month while apricots are due in June. June also marks the opening of the pear and peach season. Peach production in the ten southern States, which supply most of the eating peaches on retail markets, is estimated at almost 4 million bushels short of the 13.7 million bushel crop last year. The fruit season in general is later than usual.

Cantaloup supplies are expected to be relatively light during the remainder of this month. The season begins in May with shipments from Imperial Valley, California, and ends in October. Heaviest supplies usually are available in August. Bulk of early cantaloups come from Imperial Valley. Production in this area is estimated to be slightly larger than last year's crop.

First watermelon shipments of the season are expected the latter-half of this month. Watermelon season runs from May through September with peak movement of melons in July. California and Florida each produce about one-half of the early supplies. Production of early watermelons is forecast slightly larger than a year ago. The melon crop is maturing late in Georgia, the major melon producer, and material shipments from this area are not expected until July.

Asparagus shipments from California are practically completed and supplies are coming from eastern and mid-western States. California produces about 50 percent of yearly asparagus supplies. The crop in the States shipping in the next 10 weeks is estimated to be slightly smaller than a year ago. Asparagus marketings usually decline monthly after reaching their peak in April, and the season ends in July.

New potato supplies are increasing seasonally. Production in the States shipping mainly in late May and early June is estimated to be 57 percent above last year's crop. Rain delayed potato harvesting early in May and this tended to strengthen prices. Potato prices usually decline from May through mid-August.

Meat price situation remains unchanged. Spring lamb prices are expected to be maintained until late in June. The customary spring advance in hog prices has been prevented by heavy storage holdings of pork and lard. Pork prices probably will not change materially until the seasonal rise occurs late this summer. A smaller than usual decline in prices of lower grade beef cattle is in prospect for this summer.

CONSUMERS MARKET SERVICE

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June 1, 1937

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U. S. Department of Agriculture

Seasonal increases in marketings of many fruits and most vegetables are in prospect this month. Vegetable prices usually decline in the spring and summer as supplies increase and are grown closer to consuming markets. Recent relatively high prices were due to unfavorable weather which delayed maturity of crops and reduced production. Fruits and vegetables are maturing about two weeks late and peak movement of certain crops may be delayed slightly.

Heaviest marketings of tomatoes, cucumbers, green peas, and cherries ordinarily occur in June. Strawberry supplies customarily reach their peak in late May or early June and then decline. But at this time supplies of blackberries, blueberries, and raspberries begin to arrive at markets and increase until they are heaviest in late June or July. Seasonal increases in cantaloup and watermelon shipments are in prospect for June. However, peak watermelon supplies will not move until July, while heaviest cantaloup supplies are not due until August.

New potato season is fully under way and marketings are registering sharp seasonal increases. Production in the States shipping in June is substantially larger than a year ago and the largest on record. Heaviest movement of new potatoes occurs in June and July. Prices ordinarily decline until they reach their low point in August.

Large tomato shipments and lower prices are in prospect this month. The States shipping in June produce about one-sixth of yearly tomato supplies. Production in these States is estimated to be slightly larger than a year ago. Relatively high tomato prices during the past two months were due to weather damage to the crop in Florida and Texas which delayed the usual spring price decline.

Snap and lima bean marketings this month are expected to be much larger than in 1936 but cucumber supplies probably will be slightly smaller. About one-fifth of yearly cucumber supplies and about one-ninth of the annual bean supplies move to market during June. Cucumber marketings usually are at their peak during

this month. In view of the seasonal increases in supplies, prices of these crops most likely will go down. Unfavorable weather conditions which reduced supplies of early maturing beans and cucumbers were mainly responsible for the recent high price levels.

Orange and lemon prices most likely will advance more than usual this summer and fall. The current lemon crop is the smallest since 1924 and relatively high prices are in prospect during the hot summer months. Florida orange supplies are larger than a year ago but California supplies were reduced sharply below their 1936 level by freezes early this year. Present orange marketings consist of Valencias from California and Florida. The California navel orange shipping season is about finished and the Florida season will be over the end of this month. Sharp price advances are expected after June when California oranges will be the only ones available.

Green corn marketings are registering weekly increases. Heaviest movement occurs in August.

The meat price situation, with the exception of pork, remains unchanged. Hog prices rose sharply during mid-May and probably will go up considerably in the next few months. No decline in spring lamb prices is in prospect until the end of June. A smaller than usual decline in prices of lower-grade beef cattle during the summer and fall months still is expected.

A smaller than usual advance in egg prices is expected this year. Ordinarily egg prices move up from April through November. Sharpest increases occur after the end of June. Sometimes prices go down in June and July but these generally are temporary changes. Storage stocks have been accumulating rapidly. This factor should tend to slow down the price increases that usually occur in the fall when egg production declines seasonally.

Fresh-killed broilers and fryers are beginning to move to markets and some slight seasonal price declines are in prospect this month. Poultry prices ordinarily go down in the summer and fall when fresh-killed chicken supplies increase. The price decline this year may be less than usual because of a sharp reduction in 1937 chicken hatchings. Relatively heavy storage holdings, principally in the light-weight chickens, will tend to offset the price boosting effect of smaller fresh supplies.

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Fresh vegetable prices have declined, due to seasonal factors and, in part, due to improved growing conditions resulting from favorable weather, which has increased market supplies, especially from local sources. Further increases in local supplies are to be expected. A larger production than in 1936 is reported for cabbage, green peas, lima and snap beans, cucumbers, beets, carrots, and cantaloups, with improved conditions for most vegetable crops.

Potato prices declined sharply due to heavy shipments from the early producing States, with continued heavy movement anticipated throughout the summer.

Watermelon shipments from Florida are increasing with heavier movement anticipated from Georgia and the other second early producing States the latter part of June and through July. Acreage and condition reports indicate somewhat greater supplies than in 1936.

Cantaloups are moving in considerable volume from California, with an indicated crop somewhat larger than in 1936. Western shipments will be supplemented the latter part of June and throughout July by supplies, which are reported slightly below 1936, from the second early States.

Although strawberries have seen their peak movement their decline will be supplemented by blueberries, gooseberries and currants during the remainder of June and through July.

Fresh plums are on the market and will continue movement throughout July and August. The supply of certain varieties is somewhat less than in 1936. Bartlett pears are

expected to move in early July, continuing throughout September. Gravenstein apples from California will begin in July, blending with the close of the storage apple movement. The condition for other apples is reported well above that of a year ago. Although fresh peach production in the ten southern States is estimated to be 23.5 percent or 3.2 million bushels below 1936, production in the later States is estimated to be 190 percent, or 11.2 million bushels, above 1936.

Citrus fruit prices continued to strengthen. The short supply of California Valencia oranges indicates relatively high prices during the remainder of the summer and early fall. Grapefruit shipments from Florida have declined seasonally and prices have reacted accordingly. Further seasonal advances in lemon prices are expected before the end of the summer.

Meat prices advanced during May. Pork prices are expected to continue upward for the next few months, although the expected rise will be offset somewhat by large storage supplies of hog products now on hand. Most grades of beef cattle are expected to average higher in price in the summer and fall months of 1937 compared with 1936. The seasonal decline in lamb prices will probably occur later than usual and may be greater than average. The delayed marketing of early lambs combined with the movement of late crop lambs may result in a larger than usual increase in lamb marketings in the late summer and fall.

Poultry prices appear to have reached their seasonal peak and are expected to decline seasonally during the next three or four months. Egg prices are near their low point for the year and are expected to begin their seasonal advance to December.

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U. S. Department of Agriculture

July 1, 1937

Relatively large supplies of potatoes and of nearly all truck crops are in prospect during the summer. Citrus fruit marketings are expected to be small but supplies of most other fruits probably will be relatively large. During the summer most fruit and vegetable prices, of course, decline seasonally.

Marketings of a number of fruits and vegetables are at or close to their seasonal peak during July. Watermelons, limes, lemons, honeydew melons, currants, raspberries, gooseberries, blueberries, lettuce and squash ordinarily hit their seasonal high. Shipments of peaches, figs, cantaloups and sweet corn increase markedly but remain below their August peak. Tomatoes, cucumbers and cherries usually drop off from their June high point. Pears, apples and grapes start moving to market but their high point is not due until late summer or early fall. Local truck gardens tend to provide fairly large supplies of most vegetables not at their yearly high point.

Potato marketings are expected to continue relatively heavy this month. Favorable growing conditions and a substantial increase in acreage have resulted in unusually large supplies recently. Production in the States shipping primarily in July is estimated to be one and one-half times as large as a year ago. Bulk of July supplies come from Virginia while New Jersey is the principal shipper in August. Potato prices usually decline during the summer with the low point reached in mid-August.

Watermelon supplies larger than a year ago are in prospect. Production in the States shipping in July is forecast at about 7 million melons larger than a year ago and the second largest crop on record. Melon acreage in the States shipping in August and September is the largest on record. About 50 percent of yearly melon supplies come to market during July.

Quality of cantaloups is expected to continue unusually good during July with many large size melons expected. However, production in the States shipping mainly in this month is indicated to be slightly less than a year ago. Arizona is the heaviest shipper during July and peak shipments from this area are expected in mid-July. No estimate of production in the States marketing in August and September is available but planted acreage is reported to be larger than a year ago. A late growing season has tended to retard the seasonal price decline in cantaloups but with better weather and increased supplies sharper price declines are in prospect. Low point in cantaloup prices probably will be reached in August.

A very small peach crop is in prospect from the States shipping mainly in July despite the fact that the total peach crop is forecast at much more than a year ago. The increase over 1936 has occurred in the States which harvest during the late summer and fall. The California crop which is primarily canned or dried is about the same as a year ago. Most of the decline in production has occurred in Georgia, the largest fresh peach producing State. While peach prices probably will decline as supplies increase prices of early peaches are expected to be at their highest price level since 1930.

Record size pear production is indicated this year. First shipments are expected the middle of the month and should increase until they reach their peak in September.

First shipments of new crop apples and grapes have moved to markets but supplies probably will continue light during July and August. Heaviest movement of grapes and apples occurs in October. It is too early to forecast apple production but on the basis of present indications it appears that the crop will be above average and the largest since 1931.

Seasonal decline in poultry prices probably will be greater than average during the next two or three months because of the price depressing effect of record size stocks of frozen poultry. These storage supplies will tend to offset the effect of the reduction in fresh supplies this year caused by smaller hatchings. During the last quarter of the year the effect of reduced hatchings will be felt and prices probably will go down less than usual and possibly may not register any decline.

Advances in egg prices from now until the end of the year are not likely to be as large as usual. Egg production has been relatively heavy and considerable quantities have moved into cold storage. These relatively heavy cold storage holdings will tend to retard the usual price advance during the fall and early winter.

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July 15, 1937

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Fruit and vegetable prices in general are expected to go down during the remainder of the summer and in the fall but prices of most other items probably will go up. Egg and butter prices usually advance during the last half of the year. Reduced supplies of pork and better grades of beef point to further price advances for these items. However, some price declines are in prospect during the next two months for lamb, poultry and lower grade cuts of beef.

Melons continue to hold the spot light in the food calendar during the last half of July. Ordinarily watermelon shipments reach their peak in July when the Georgia crop moves in volume. Unusual growing conditions have caused a larger than usual number of melons to be ready for July shipments and have resulted in recent sharp price declines. Under a marketing agreement only watermelons which grade U. S. No. 1 or better can be shipped this month.

Cantaloup supplies are increasing seasonally and the harvest is now moving East. Peak in California shipments has been passed and melons are now coming from the southern States. Heaviest marketings of cantaloups and low point in prices customarily is reached in August. During this month supplies move to market by truck, reducing the shipping costs which are very high early in the season.

Fruit and nut supplies this summer and fall, with the exception of citrus fruits, are expected to be much larger than a year ago and considerably above average. Indicated walnut and pear crops are of record size. Apple and peach production is indicated to be the largest since 1931. The grape crop is expected to be the largest since 1928. Almond production not only appears to be double last year's small supplies, but also is the second heaviest on record. Apple and grape shipments reach their peak during October. Heaviest marketing of peaches and pears ordinarily occurs in August. Peach prices have not

gone down as much as usual early in the season because the early crop is smaller than a year ago. Prices probably will move down sharply when the late crop, which is much heavier than a year ago, starts to move in early August,

Low point in butter prices appears to have been reached in June and prices most likely will go up seasonally during the remainder of 1937. Sharpest butter price increases usually occur after August. During August and September prices are expected to be lower than a year ago but they may go above 1936 prices during the last six months. Pasture conditions have been better than a year ago and butter production during the third quarter probably will be in excess of a year ago. Peak in lamb prices appears to have been reached in mid-June. Seasonal increases in lamb slaughter are expected until October at which time heaviest marketings of the year usually occur.

Slaughter most likely will continue larger than a year ago probably through September. Ordinarily lamb prices move down to reach their season's low in October. Only slight price declines are in prospect for August.

Hog marketings during the remainder of the summer probably will continue small and prices are expected to be well maintained or to register slight advances. During the last quarter of 1937 and the first quarter of 1938, slaughter most likely will be smaller than that a year earlier and prices higher. The small slaughter of the past few months has caused a sharp reduction in pork and lard storage holdings. Both pork and lard storage stocks continue larger than a year ago, but pork holdings have dropped to below average size. However, the relatively large size of storage stocks is tending to offset in part the price boosting effect of reduced slaughter.

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★ AUG 7 1937

U. S. Department of Agriculture

August 2, 1937

Relatively large vegetable supplies and seasonal increases in the marketings of most fruits are in prospect this month. Cantaloups, green corn, peach, pear, nectarine, okra and eggplant supplies usually reach their season's peak in August. Shipments of apples and grapes ordinarily are slightly larger than during July but below their October peak. The peak in watermelon marketings appears to have been reached and shipments are expected to decrease rapidly until the season ends next month. Supplies of most fruits and vegetables during the remainder of the year probably will continue to be larger than during 1936.

The outlook for meat prices remains unchanged. Higher prices are in prospect for pork and better grade beef. Some declines, however, may occur in lamb and lower grade beef. Poultry prices probably will decline seasonally with record size cold storage holdings offsetting the effect of reduced fresh killed poultry. Some price advances in heavy weight poultry may occur since supplies of this type are only slightly larger than a year ago.

Low point in cantaloup prices probably will be reached this month. During August supplies move by truck from fields relatively close to consumption centers and this reduces transportation costs. Production in the states shipping this month is expected to be substantially larger than a year ago and well above average. Supplies of cantaloups usually decrease during September and the season ends in October.

Marked declines in peach prices are expected this month when supplies start moving from the late producing states and shipments hit their season's peak. Recent relatively high peach prices have been due to a small crop in the states shipping prior to the end of July. The total peach crop is indicated to be about one-fifth larger than a year ago but practically all the increase has occurred in the late producing states which market their supplies during August and September. Since production in the late shipping states

is indicated to be double a year ago, during August prices probably will drop sharply to reach a level lower than a year ago. Peach marketings usually drop off sharply in September and the season ordinarily ends in October.

A record size pear crop is indicated this year. Pears are maturing a little later than usual and consequently peak marketings may occur early in September instead of during August. Most eating pears come from California, Washington and Oregon where a sharp increase in production over a year ago is indicated. Pear prices probably will decline seasonally as shipments increase and prices most likely will be lower than a year ago.

Potato supplies for the remainder of 1937 are expected to continue larger than a year ago and prices probably will be lower. The usual seasonal decline in prices is expected during the next few months. August supplies come primarily from New Jersey. Production in the states shipping this month is expected to be considerably above average.

Sweet potatoes from the 1937 crop are now moving to market and the trend in prices probably will be downward through October and November. This year's crop is indicated to be slightly below average but it is larger than a year ago.

Lettuce prices probably will follow their usual trend and advance seasonally until early December. The seasonal low point in lettuce prices usually is reached in the summer months when supplies are at their peak and come mainly from local market gardens. Lettuce is now starting to move from the late producing states where a crop much larger than a year ago is indicated. Prices have been going up recently but they are lower than a year ago.

A large pack of all important canned vegetables is in prospect this year. The acreage planted to all truck crops for manufacture, with the exception of tomatoes, is reported to be larger than a year ago. Production of green peas and snap beans for canning is of record size and considerably larger than a year ago. This year's canned asparagus pack is estimated to be slightly smaller than that of 1936. Because of the small 1936 pack of vegetables, canners' stocks of most canned goods are smaller than a year ago. Wholesale prices of nearly all canned vegetables have declined since early June because of the prospects for larger packs this year.

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August 16, 1937
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Extremely favorable growing conditions have resulted in a marked improvement in crop prospects this season and the outlook is for supplies of food and animal feed much larger than in recent drought years. Supplies of a number of important foods, especially fruits and vegetables, are expected to be above average. While increased consumer incomes probably will help to push up prices, larger food supplies will press down on prices, and consumers will find many items below their previous year's cost. Larger feed supplies probably will result in lower meat prices but not until some time next year.

Relatively large fruit and vegetable supplies are in prospect during the remainder of 1937. As marketings of late crop vegetables and fruits increase seasonally prices will go down and drop below their level of last year. Production of all truck crops in the late producing States is expected to be much larger than a year ago and well above average. The late potato crop, which is now starting to move to market, will probably be 18 percent larger than a year ago. The crop of peaches for August and September shipments is expected to be twice as large as in 1936. Prospects are that apple production will be the largest since 1931 and the current pear crop is of record size. Heaviest movement of late crop potatoes, apples, and grapes occurs in October.

Larger egg supplies than a year ago are in prospect for the remainder of 1937. Prices probably will go up less than they usually do during these months. During the last half of the year egg supplies come primarily from cold storage. On August 1, holdings of shell and frozen eggs amounted to 13.5 million cases compared with 10.6 million cases a year ago and were almost the same amount above average. Egg prices ordinarily reach their low point in April or May and then advance until they hit their high point in November.

Slightly lower pork prices are in prospect for consumers this fall. The hog marketing year commences on October 1, at which time spring pigs begin to move to market, and prices customarily go down. The seasonal increase in slaughter from October through December

probably will be less than usual because of the small 1937 spring pig crop and the tendency for farmers to hold their hogs for marketing at heavier weights in 1938. However, prices most likely will register their usual decline because the demand for storage products is expected to be less than a year ago.

No immediate material change in cattle prices is expected. During the winter and spring, however, price declines may occur as a result of increased supplies of grain-fed cattle. Prices of better grade cattle probably will continue at or near their present relatively high levels, at least through the early fall. The usual fall decline in lower grade cattle prices is likely to be small because large corn supplies mean good demand for cattle for feeding purposes.

Live lamb prices are expected to remain at or near their present level during the remainder of the grass-fat lamb season which ends in November. Lamb slaughter probably will increase less than usual from September through November because of a heavy demand for lambs for feeding purposes.

Usual advances in butter prices are expected during the remainder of 1937. Ordinarily butter prices reach their low in June and then move up to a peak in November or December. Prices ordinarily do not go up sharply until after August. Because of relatively good pastures and increased feed supplies milk production has continued at relatively high levels. Butter production probably will continue larger than in 1936 for several months, but during the latter part of the year may be only about the same.

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September 1, 1937

September marks a turning point in the vegetable growing season. Supplies from the late producing States start to move in volume replacing truck shipments from local market gardens which are the major source of supplies during the summer months. Local supplies continue to trickle in, however, until frosts stop production.

Late producing States furnish consumers with the bulk of their annual potato, onion, and cabbage requirements, as well as moderate supplies of other truck crops. From 70 to 80 percent of the commercial onion and potato crops, about half of annual cabbage supplies, and nearly two-fifths of yearly celery production come from these States. The harvesting of these crops ordinarily is completed in October. However, because part of production is placed in cold or common storage, supplies continue to be available to consumers until new crops mature the following year. Low point in prices usually is reached when the harvest is at its peak, and prices begin to advance when shipments from storage commence.

Vegetable supplies from the late producing States, with the major exception of onions, are expected to be larger than in 1936. This situation is the reverse of a year ago when drought sharply curtailed production of all late crops except onions, the production of which was of record size. This year's domestic cabbage crop appears 50% larger than in 1936, while potato production is expected to be about one-fifth larger. An above average onion crop is in prospect but supplies may be about one-tenth smaller than in 1936.

Peak marketings of lima beans, garlic, peppers, figs, pears, plums, and fresh prunes occur in September. Brussels sprouts and cranberries start moving to market, but their peak movement is not reached until November. September usually marks the end of the season for blueberries, raspberries, and watermelons. Cantaloup, green corn and peach shipments also decline from the high points reached in August, but their season doesn't finish until October.

Nut supplies substantially larger than in 1936 are indicated for this year. Prices probably will drop below last year's level when production of all nuts was small. The 1936 pecan crop was less than half the 1935 record production, while almond production was the smallest since 1929. This year a bumper crop of walnuts, an above average pecan crop and the largest almond production since 1926 are in prospect. The current almond crop is indicated to be twice as large as a year ago, while the walnut and pecan crops, respectively, are expected to be about one-third and two-thirds larger than production last year.

Apple and grape marketings ordinarily increase materially during September, but heaviest shipments of the season are not due until October. Large supplies of both crops have pushed prices below their 1936 level. The 1937 apple crop is indicated to be about three-quarters larger than the small crop a year ago and the largest since 1931. Supplies have been moving to market in larger volume than a year ago and in late August choice California gravenstein apples were selling at half their 1936 level. Despite a crop one-third larger than a year ago, grape shipments to date have been less than in 1936. A late season accounts for this condition. California produces about nine-tenths of annual grape supplies. Over half the California crop is of the raisin variety, and about one-quarter consists of wine grapes.

The 1937-1938 citrus fruit season opens this month when Florida grapefruit starts moving to market. First new crop oranges from California and Florida, however, are not expected until October. Official estimates of citrus fruit production will not be available until October 10. During September grapefruit shipments usually are small and prices high enough to encourage imports from Cuba and Puerto Rico. Heaviest shipments generally come from January through April but from October through December marketings also are fairly large. Florida oranges move to market in largest volume from December through February while March and April are peak months for California Navel or winter oranges. During September orange marketings generally reach their seasons low.

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SEP 25 1937

Record production of vegetables for canning is in prospect for 1937. Drought conditions last year damaged crops and curtailed the amount and quality of the canned pack of most important items except tomatoes. This year growing conditions have been very favorable. Production of snap beans for canning is indicated to be about one third larger than in 1936. The crops of sweet corn and green peas for canning appear to be 75% and 50%, respectively, bigger than a year ago. Tomato production is slightly larger. Larger available supplies point to a substantial increase in the size of this year's canned pack.

Sweet potato prices probably will continue to decline until October, at which time the seasonal low point ordinarily is reached. This year's crop is indicated to be about one-tenth larger than a year ago and almost the same amount above average.

Onions, potatoes, and cabbage from the late producing states are now moving to market. Production of onions is expected to be smaller than last year's record crop. However, marked increases are in prospect for potatoes and cabbage and prices most likely will register their usual decline this month.

Market prices of most vegetables during the remainder of the year probably will continue below their 1936 level. There may be some slight seasonal advances after local supplies are exhausted and shipments commence from distant points by rail.

Cantaloup prices most likely will continue to advance until the season ends next month. Honeydew melons and casabas are available through November.

Meat prices appear to have reached their peak for the year. Some declines in pork prices are in prospect during the last quarter of 1937. Major changes in meat prices, however, are not expected until after the turn of the year.

Poultry prices most likely will not register their usual decline from July through December and it appears probable that some price increases may occur. Fresh dressed poultry is the major source of supplies in these months. The chickens marketed

ordinarily are hatched during the first half of the year. Relatively high feed prices early in 1937 caused a sharp reduction in hatchings. The number of young chickens on farms on July 1 was one-fifth smaller than last year and the smallest on record. Record size cold storage holdings may temper the price boosting effect of reduced fresh supplies. However, it appears that prices will be higher than a year ago.

Hog marketings are expected to increase seasonally after September as spring pigs begin to come to market in fairly large numbers. The usual drop in hog prices is in prospect for the fall and early winter. This decline may come later than usual and may occur mostly after November. Ordinarily the downward price movement ends by mid-December. This year, however, farmers probably will hold their hogs for marketing at heavier weight due to large feed supplies. Consequently there may be a considerable increase in marketings in late December and January and a smaller movement earlier in the period.

Beef cattle supply situation remains unchanged from a month ago and no appreciable price changes are expected until 1938. Continued small marketings of grain-fed cattle most likely will keep prices of better grades at or near their present high levels during the remainder of 1937. But a greater than usual decline in prices of these cattle is expected during the first half of 1938 at which time a considerable increase in marketings is in prospect. Prices of lower grade cattle probably will not register their usual decline during the remainder of the year because of a strong demand by cattle feeders for animals to be fattened on the 1937 corn crop.

Seasonal increases in lamb slaughter are in prospect during the remainder of the grass fat lamb marketing season which ends December 1. Supplies probably will be larger than average, but not much different from a year ago. From December through May slaughter consists of grain-fed lambs. A strong demand by feeders for lambs to be fattened on this year's corn crop and then to be sold during the grain-fed season is expected to keep live lamb prices at or near their present level.

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Lowest apple and grape prices of the year are in prospect this month. Peak marketings of these fruits together with cauliflower, parsnips, turnips, parsley, sweetpotatoes, and casaba melons usually occur during October. Seasonal low point in prices of late-grown potatoes, cabbage, and onions also is reached in October, at which time their harvest is at its peak.

No material change in food costs in general is expected this month. Some slight decline may occur with most of the downward pressure from fruits and vegetables. Egg and butter prices are expected to advance seasonally. Poultry prices probably will remain unchanged or may move up slightly due to small fresh supplies of fowls and broilers. Ordinarily poultry prices decline during the last half of the year. Prices of most late-grown vegetables are expected to drop further.

High point in meat prices appears to have been reached. No marked changes are expected during the remainder of the year except possibly in pork. Lamb prices probably will remain around present levels. A seasonal decline in pork prices is expected during the last quarter of the year. Prices of better grade beef most likely will decline seasonally during the first half of 1938 when supplies of better grade cattle fed from this year's large corn crop move to market in volume. Recent high beef prices have been due primarily to extremely short supplies of better grades resulting from the reduction in feed supplies caused by last year's drought.

Apple prices are well below last year's level due to a 70 percent increase in production. Apple prices usually move down from June through October and then advance until the new crop is available in the following summer. Because of large supplies price increases probably will be smaller than usual and better grade apples probably will comprise a larger than usual proportion of total shipments.

Turkey and poultry supplies are smaller than a year ago but larger supplies of "fixins" are in prospect for the coming holidays.

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The 1937 turkey crop is expected to be 1/10 smaller than 1936 record production, but probably will be equal to the crops in 1932 and 1933. Turkeys most likely will come to market earlier than a year ago and at heavier weights. About 1/10 of the crop is expected to be marketed prior to November and about one-half during November. Less than the usual amount will be left for December and January shipment. Smaller supplies of fresh poultry indicate that poultry prices as well as turkey prices will be higher than last year's low level during the holiday season.

Increased supplies of cranberries head the list of holiday fixings. Cranberry production one-fourth larger than in 1936 is expected. Supplies of almonds, walnuts, filberts, and pecans are expected to be substantially larger than a year ago. Supplies of most vegetables except onions most likely will be greater than a year ago. Potato and cabbage prices are expected to be well below their 1936 level.

Florida grapefruit and oranges from the 1938 crop are moving to market and seasonal increases in citrus supplies are expected during the remainder of the year. Shipments of Florida oranges however are still small. Grapefruit marketings have been much smaller than a year ago because of the late maturity of the crop. Higher maturity standards for grapefruit this year have resulted in better fruit being shipped. Estimates of grapefruit production are not available but on the basis of present crop conditions it appears that production probably will be smaller than last year's record-breaking crop. California Valencia or summer oranges are still moving to market. First shipments of California Navel or winter oranges are not expected until next month. Orange prices probably will move down when marketings increase.

October supplies of cauliflower originate chiefly in the Long Island area. This cauliflower is noted for its quality. No production estimates are available but the acreage is reported to be slightly larger than a year ago and considerably above average. Heaviest movement of Long Island cauliflower occurs during October but supplies are available through December.

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U. S. Department of Agriculture

October 15, 1937

Greater than seasonal decline in better grade cattle prices is expected during the first half of 1938. Supplies larger than during the first half of this year are in prospect. Cattle prices reached a peak in September and then declined during October. Farmers now are feeding cattle with this year's large corn crop and increasing numbers of better grade cattle are expected to move to market. Due to the time necessary to raise cattle to marketable weights the increase in supply is expected to occur mainly after the first of the year.

Hog prices are expected to continue to decline seasonally during the next two or three months. Supplies probably will be smaller than a year ago but prices most likely will be about the same due to a decrease in the demand for pork for storage.

Crop prospects improved further during September and supplies of most foods are expected to be much larger than a year ago. Large feed supplies point to an increase in meat supplies and to a downward adjustment in meat prices. An average wheat crop and large crops of other foods such as rye, rice, dried beans, peanuts, potatoes and sweet potatoes are expected. Total tonnage of fruits probably will reach a new record.

Apple and grape prices have about reached their seasonal low point. Due to large supplies prices have gone down more than usual. Heaviest marketings of these fruits occurs during October. The apple crop from the Pacific Northwest is ripening later than usual and prices of these apples may decline a little further this month.

Potato prices appear to have reached their season's low point but no material change in prices is expected during the remainder of 1937. Most of the late potato crop has been harvested and large quantities have been placed in storage. Storage stocks are the major source of supply until the new crop is available in the spring. Crop prospects declined slightly during September but

production is indicated to be about $1/5$ larger than the crop a year ago, and $1/12$ larger than average (1928-32).

Orange supplies from late October until May are expected to be about $1/10$ larger than a year ago. Practically all Florida oranges and California Navel oranges move to market during this period. From May through October, California Valencia oranges are the principal source of supply. The increase in the crop is divided about equally between Florida oranges and California Navels. The total Florida crop is the largest on record but tangerine supplies are slightly below their 1936 peak production. Tangerine shipments are heaviest in December. Peak in Florida orange marketings usually occurs from December through February while March and April are the heaviest months for shipment of California Navel oranges. Florida oranges are now coming to market but first shipments of California Navels are not expected until next month. Orange prices decline seasonally as supplies increase.

Grapefruit supplies probably will be smaller than last year's bumper crop but will be the second largest on record. The 1937 crop of $25 \frac{1}{3}$ million boxes is about $1/6$ smaller than a year ago. Most of the decline in production has occurred in Florida, for the Texas crop is only slightly smaller than a year ago. This year about $1/2$ of total supplies are expected to come from Florida while Texas probably will produce an additional $1/3$.

Butter prices most likely will hit their season's high point next month. The price advance in recent months has been about the usual increase for this period of the year. Prices are expected to be higher than a year ago during the remainder of this year and at their highest level since 1930. Due to larger feed supplies milk and butter production during the early months of 1938 most likely will be heavier than the first part of this year.

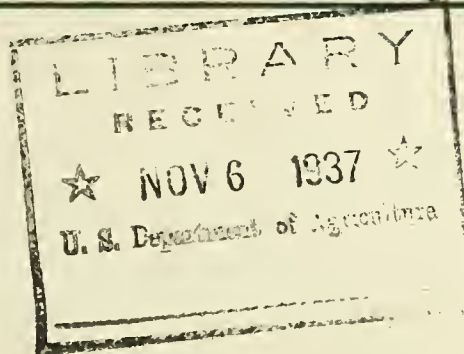
Egg prices have been going up but the advance appears to be smaller than usual for this season of the year, especially in the lower grades. Egg production has been at relatively high levels since early spring due to the large number of eggs laid per hen. After egg prices reach their high point next month a smaller than usual decline is expected until the low point is reached in April. Due to the small size of flocks, production next spring is expected to be smaller than during the early part of this year.

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Southern and western States furnish consumers with most of their fresh vegetables during the winter months. Major exceptions are the storage supplies of late grown potatoes, cabbage, and onions which move to market in winter months from warehouses in northern States. Since winter supplies are small and either come from storage or are shipped from distant producing areas, vegetable prices generally advance from the fall to winter months. Vegetable prices often fluctuate sharply during winter months because of heavy rains or frost which damage tender winter grown crops.

First shipments of snap beans, peppers, cucumbers, and spinach from the southeastern States arrived at markets during late October. Supplies are expected to increase seasonally during the remainder of the year. The acreage planted to fall and winter vegetables is slightly smaller than last year's relatively large acreage. Unless weather conditions are unfavorable only slight reductions in production are expected.

Better grade beef cattle prices have declined slightly since they reached their high point in September. Prices may ease off slightly more until the first half of 1938 when a greater than usual decline in better grade beef prices probably will occur. Most of the advance in beef prices up to September occurred in the better grade or grain-fed cattle. Consumers may find some immediate relief by shifting to lower priced grass-fed beef cuts until larger supplies of grain-fed beef are available next year.

Marketings of cranberries, brussels sprouts, celery, mushrooms, and persimmons usually reach their season's peak in November. Sweet potato and apple shipments decline after reaching their high point in October but November supplies also are relatively large. First shipments of tangerines are expected to move to market this month with peak volume in December.

Grapefruit shipments are expected to increase sharply this month. Supplies now are moving from both Texas and Florida. This year's grapefruit crop is indicated to be one-fifth smaller than a year ago but considerably above average and the second largest on record.

(over)

Potato prices probably will remain fairly stable during the next few months but prices of sweet potatoes, cabbage, and onions probably will advance seasonally until next spring. The increase in sweet potato prices may be smaller than usual because the current crop is considerably above average and about one-sixth larger than a year ago. Dry weather has decreased the yield of the late cabbage crop and it appears that production will be only slightly larger than a year ago instead of the sharp increase indicated several months ago. Practically the entire increase over last year's short crop is in cabbage for kraut.

Poultry prices most likely will continue to advance during the remainder of the year and will remain above their 1936 level. Current small supplies of fresh dressed poultry are due to the 1936 drought which reduced feed supplies and curtailed the chicken hatch early this year. Sharpest increase in prices over a year ago has occurred in light weight chickens. In late October wholesale prices of fresh dressed chickens at New York were from 5 to 12 cents a pound higher than a year ago, while fresh dressed fowl prices were from 4 to 6 cents a pound higher.

Turkey supplies during the coming holidays are expected to be one-tenth smaller than last year's record crop and prices most likely will be higher. The supply is expected, however, to be as large as in 1932-33. During late October wholesale prices of dressed turkeys in New York were from 3 to 4 cents a pound higher than a year ago. Turkey prices generally decline from September to December and then advance in January. During some years December prices are higher than in November.

Cranberry prices are lower than a year ago due to a one-third increase in production over 1936. During the last week in October the wholesale price of cranberries at New York was about \$1.00 a quarter barrel below a year ago.



